

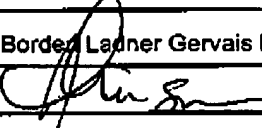
PTO/SB/21 (09-04)  
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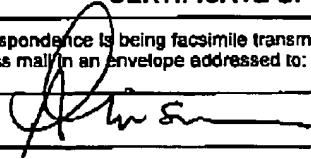
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<b>TRANSMITTAL FORM</b>  (to be used for all correspondence after initial filing)	Application Number	10,028,795	
	Filing Date	December 28, 2001	
	First Named Inventor	Brad. R. BLACK et al.	
	Art Unit	2153	
	Examiner Name	LIM, Krisna	
Total Number of Pages in This Submission	12	Attorney Docket Number	PAT 2222-2

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ENCLOSURES (Check all that apply)		
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SIGNATURE OF APPLICANT, ATTORNEY, OR AGENT		
Firm Name	Borden Ladner Gervais LLP	
Signature		
Printed name	Anne Kinsman	
Date	July 5, 2005	Reg. No. 45,291

CERTIFICATE OF TRANSMISSION/MAILING		
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Typed or printed name	Anne Kinsman	Date July 5, 2005

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**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE**

In re Application of: BLACK, Brad, R.; ULRICH, Gamet, C.; ASHTON, Peter, T.  
Serial No.: 10/028,795  
Filed: December 28, 2001  
Title: EFFICIENT CONTENT PLACEMENT USING NETWORK PROXIMITY  
Group: 2153  
Examiner: Krisna LIM  
Attorney Ref.: PAT 2222-2 US

**July 5, 2005**

Commissioner for Patents  
U.S. Patent and Trademark Office  
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U.S.A.

**RESPONSE AND AMENDMENT**

Dear Sir:

In response to the Office Action of April 6, 2005, please amend the above-identified application as follows:

**Amendments to the Claims** are described beginning on page 2 of this paper.

**Remarks/Arguments** begin on page 8 of this paper.